



## PRESS RELEASE

### ELEVATING AN ICON: PUMA SUEDE REBORN WITH CHARLES F. STEAD'S EXPERT CRAFTSMANSHIP



**Herzogenaurach, 22 of April, 2025** - A classic reborn for a new generation, the PUMA Suede continues to evolve through a new premium execution.

For decades, the PUMA Suede has retained its status as a footwear icon, having been reimagined through the lens of different styles, cultures, and communities since its introduction in 1968.

Named in honor of its signature upper material, and famously for its many classic and nostalgic

colorways, the PUMA Suede is now treated to an elevated re-work, featuring premium materials crafted by renowned British tannery Charles F. Stead.

Rendered in a suite of colorways, this luxurious take on the PUMA Suede arrives in six different versions, including the original Black color scheme, as well as Natural, Baby Blue, Royal Blue, Pink, and Caramel.

Founded in 1825, Charles F. Stead is well-known for its top-quality suede that undergoes a careful tanning process, creating a soft, natural feel that many consider to be a hallmark of the very best suede in the world. Paying tribute to the collaboration, each pair comes with a commemorative Charles F. Stead hang tag, also crafted from suede.

The PUMA x Charles F. Stead Suede is available starting April 25, 2025, from PUMA.com, PUMA flagship stores, and stockists including Bodega, KITH, Concepts, and END Clothing.

### **About the PUMA Suede**

Since 1968, the PUMA Suede has been on a remarkable journey, and has helped build the foundations of key cultural movements from hip-hop to skateboarding and streetwear. The story begins with PUMA's first-ever "lifestyle" shoe, the Crack, which was launched in 1968 for the Olympics in Mexico City, where it was famously raised by Tommie Smith. In 1973, Walt Frazier added his spin on the shoe, creating the Clyde. Following Frazier's era, it became the Suede, named for its signature material. With the rise of B-boy crews and hip-hop, the Suede was adopted into that growing scene. Finally, when it debuted in the UK during the 1980s, it arrived with the name States, as a nod to its popularity overseas.

In the present day, modern tastemakers have adopted the Suede and made it their own. The iconic silhouette has lived a different life over each decade and each generation, and the last 50 years have made it clear: no two Suedes are worn the same.

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**PUMA**

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PUMA is one of the world's leading sports brands, designing, developing, selling and marketing footwear, apparel and accessories. For 75 years, PUMA has relentlessly pushed sport and culture forward by creating fast products for the world's fastest athletes. PUMA offers performance and sport-inspired lifestyle products in categories such as Football, Running and Training, Basketball, Golf, and Motorsports. It collaborates with renowned designers and brands to bring sport influences into street culture and fashion. The PUMA Group owns the brands PUMA, Cobra Golf and stichd. The company distributes its products in more than 120 countries, employs about 20,000 people worldwide, and is headquartered in Herzogenaurach/Germany.